April 30, 1950.

Mr. William S. Brackett Jr.
Program Director
Radio Station WMCRS
Middlebury College
Middlebury, Vermont

Dear Bill:

Thank you for your letter of April 24th. I would be glad to answer your questions as best I can.

As far as commercial radio goes, it is definitely my intention to continue this line as a career. I have had the fortunate opportunity to work for a local ABC outlet for the past couple of years on a part time basis, plus two summers of replacement announcer employment. This is, of course, invaluable experience. A word of caution in this respect, though--many small independant stations are poorly run and offer no great value to a young man, save an awareness of radio responsibility to the public.

It is my belief that a good college radio station can supply a great deal of the backround material towards a commercial radio career. The essentials are present, and the only difference need be the slanting of programs and announcements toward a different audience, namely that of the University group. To make college radio experience valuable, though, it is vital to set up good standards of operation and production.

The question arises, "Where can I get instruction in these lines?" There are many radio handbooks available, dealing with phases of radio in all departments. NBC has published a number of these, and I particularly recommend there book on announcing, which contains sample scripts from many famous broadcasts, such as George Hicks' ad lib description of the invasion of France in 1944.

PROGRAM DEPARTMENT

W Y B C The Yale Broadcasting Co.

RECORD DEPARTMENT — MUSIC SHEET

PROGRAM TITLE: IT'S ALL YOURS TIME: 7:30-8:00 DATE: APRIL 11 BY: GRAY

REC. NO.	TITLE	ARTIST
1133	CRUISING DOWN THE RIVER	FRANKIE CARLE
~~875~~	~~IT'S LOVIN' TIME~~	~~PEGGY LEE~~
37	COOL WATER	VAUGHN MONROE
200	CRAZY RYTHYM	HARRY JAMES
208	GREEN SLEEVES	ANNE SHELTON
657	ALL THROUGH THE DAY	MAGARET WHITING
1788	WHEN THE SAINTS GO MARCHING IN	LOUIS ARMSTRONG
387	I SHOULD CARE	MARTHA TILTON
1079	RUNNIN' WILD	GLENN MILLER
1678	BLACK BOTTOM STOMP	JELLY ROLL MORTON

I am not familiar with your setup at Middlebury, but I imagine you could receive co-operation from any nearby station as to obtaining information as to general operations. Another thing that I strongly recommend, strange as it may seem at first, is listening to the radio-observing the procedure used by other stations. You can actually learn a considerable amount by listening to the techniques used by various stations on identification procedure, those used by announcers, etc.

I think you will find that any college audience wants music to listen to. It would probably be very happy if college radio were a marathon juke box without nickels. We therefore try to balance some sort of schedule, playing music practically uninterrupted from 9:00-11:00 P.M. Semi-classical and classical are the most popular types, and jazz rates unusually high in popularity. Second to music are play-by-play descriptions of winter sports events. In the football season everyone goes to the games; in the baseball season everyone listens to the major league games; but in the winter when sports come at night we have had some phenominally high ratings on our broadcasts.

Beyond that come special events, such as forums, newscasts, etc, which do not draw exceptional ratings at all. Occasional forums involving Universtity personnel of high position are worthwhile for their intrinsic value and the publicity involved. We have recently a new program in which two seniors who have considerable connection with various high places get on the air and throw out much University material which is not common knowledge. It has aroused considerable comment, which we are now enjoying to a great degree.

W Y B C has been in operation since 1941, having moved into our present studios in 1947.

Enclosed with this letter is a copy of our program schedule for a week, with descriptions of the programs, and a program log for one day.

I hope this information is of value to you. If you wish any other information I will be glad to assist you. Good luck to you and your staff.

Cordially yours,

THE YALE BROADCASTING COMPANY

Howard Eaton, Jr.
Program Director

PROGRAM DEPARTMENT

W Y B C The Yale Broadcasting Co.

RECORD DEPARTMENT — MUSIC SHEET

PROGRAM TITLE: MUSICAL MATINEE TIME: 4:30-5:00 DATE: APRIL, 11 BY GRAY

REC. NO.	TITLE		ARTIST
2171	JUST ONE OF THOSE THINGS	COL.	LES BROWN
1779	BEGIN THE BEGUINE	CAP.	JO STAFFORD
1990	REDIGAL JUMP	COL.	HARRY JAMES
2239	WHISPERING WATERS	COL.	BUDDY CLARK
2137	FOREVER AND EVER	CAP.	MARGARET WHITING
7	LEMON DROP	COL.	GENE KRUPA
246	WHEN IS SOMETIME	VIC.	PERRY COMO
786	SOMEONE LIKE YOU	COL.	DORIS DAY
2139	HYSTERICS RAG	CIRCLE	TONY PARENTI & HIS RAGTIMERS